



www.LandPaths.org

rrmdesigngroup

...creating environments people enjoy

BUILDING COMMUNITY SUPPORT

combining workshops & events

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APRIL 12, 2011




INTRODUCTIONS

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BUILDING COMMUNITY SUPPORT



INTRODUCTIONS

LandPaths

FOSTERING A LOVE OF THE LAND

- LandPaths provides opportunities for all residents to connect to the land and understand its value in Sonoma County
 - PUBLIC ACCESS
 - FIELD EDUCATION
 - LAND STEWARDSHIP
- These experiences are the building blocks for thriving communities that act with nature in mind

BUILDING COMMUNITY SUPPORT



BUILDING SUPPORT FOR YOUR PROJECTS

- Financial
- Political
- Community

Outreach ➔ Valuable Input ➔ Better Project Results

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BUILDING SUPPORT FOR YOUR PROJECTS

What is a workshop?

A room full of tools used to get something built or completed.

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BUILDING SUPPORT FOR YOUR PROJECTS

What is an event?

An observable occurrence at a minimum; an extraordinary occurrence or phenomenon if it is a good one.

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ENGAGING THE COMMUNITY

Determine desired outcomes.

- **PURPOSE:** demonstrating a need in the community
- **PROCESS:** journey and road map, but not the destination
- **DESTINATION:** project completion

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ENGAGING THE COMMUNITY

Opportunities for Participation

CONNECTING PEOPLE TO THE LAND

- Create events that provide an opportunity to interact with the land
 - Focus on uniqueness of location
 - Make it approachable & accessible by all
- Connection & Relationship = Engagement!

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ENGAGING THE COMMUNITY

Opportunities for Participation

CONNECTING PEOPLE TO THE LAND

- Make your work relevant to the whole community — “perceived access”
- Make it welcoming, interesting...and even exciting
- Celebrate “local”
- Get the word out — **widely**
- Think creatively about partnerships

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ENGAGING THE COMMUNITY

Opportunities for Participation

BUILDING RELATIONSHIPS & ENGAGING COMMUNITY

- Events are not a “flash” in the pan, rather build on previous contact
- Create room for diversity
- Let people tell their story
- Reach out beyond the “usual suspects”
- Make it fun and educational
- Relationships — people like it!


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DIVERSIFYING AUDIENCE

Engage a broad scope of people

- Who is being left out? Who is your community?
- Why don't people want to participate?
- Better results come from a more diverse audience



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DIVERSIFYING AUDIENCE

Why Engage a Broader Audience?

- Checking the box is not enough
- Biodiversity of Ideas
- We know some, but not “best”

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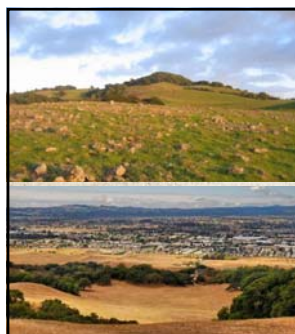


DIVERSIFYING AUDIENCE

Why Engage a Broader Audience?

- We influence informational channels
- Barriers to participation
- Target the people you don't usually see

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CASE STUDY:
Taylor Mountain
SONOMA COUNTY

- 1,100 acres on urban edge of Santa Rosa
- Rich history
- Visual backdrop to the City
- Diverse neighbors
- Community desire to access Taylor Mountain — important opportunity to seize!

AGENCIES:
Sonoma County Agricultural Preservation & Open Space District
Sonoma County Regional Parks

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY

Introduction to Our Community

SONOMA COUNTY

- Outdoor recreation, natural beauty, artisan foods, wine country
- 25% Latino - 50% growth in the last decade
- Large income and health disparities between north and south sides of Santa Rosa
- South Santa Rosa — most park underserved area from Golden Gate to Oregon Border

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY

Pre-Outreach Activities

ENGAGING THE COMMUNITY FROM THE BEGINNING

- Guided public hikes
- Spanish language events
- "Front Porch" — first step to engagement
- Permit Access — expanded outreach & community connections

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY

Pre-Outreach Activities

TARGETED OUTREACH

- Trusted Channels
- Culturally Competent Outreach Workers

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY

Pre-Outreach Activities

TARGETED OUTREACH

- Face-to-Face Communication — fliers alone don't cut it!
- Partnerships — 5 minute presentations
- Tabling — Go to where the people are

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY

Pre-Outreach Activities

TARGETED OUTREACH

- Design your event to attract them!
- Understand Barriers
- Get their attention

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY

Turning a Workshop into an Event

- Adapting public outreach strategy

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY

Planning/Design of Taylor Mountain Day Event

- Activities to attract participants
- Activities to get results
- Matching desired outcomes

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY

Logistics

- Scheduling, cost and prep time
- Presentations, hikes, kids activities
- Getting the feedback we needed

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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY



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CASE STUDY:
TAYLOR MOUNTAIN, SONOMA COUNTY




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CASE STUDY:
TAYLOR MOUNTAIN,
SONOMA COUNTY


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CASE STUDY:
Bayer Farm
SANTA ROSA

- Partnership with the City of Santa Rosa
- Two years of pre-outreach activities
 - COMMUNITY GARDEN
 - EDUCATIONAL PROGRAMS
 - PUBLIC EVENTS

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CASE STUDY:
Bayer Farm
SANTA ROSA

- Built on existing relationships during Master Planning process
- Successful community engagement component of Master Plan resulted in \$5 million grant from the State

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CASE STUDY:
Grove of Old Trees
SANTA ROSA

OPPORTUNITIES FOR DEEPER COMMITMENT

- LandPaths' old growth redwood grove
- Public Events
- Yearly stewardship
- Relationships are key!

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CASE STUDY:
Grove of Old Trees
 SANTA ROSA

OPPORTUNITIES FOR DEEPER COMMITMENT

- Friends of the Grove (FOG) — Engagement, Connection & Leadership
 - Fundraising
 - Education
 - Stewardship


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CASE STUDY:
Octagon Barn
 SAN LUIS OBISPO

- Fundraising
- Volunteer Services
- Unexpected Results

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CASE STUDY:
 OCTAGON BARN

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Recipe for Success

- OUTREACH — early & often
- Value unique input
- Design outreach and events to appeal to a broad audience
- Provide opportunities for participation
- Connection to land & Relationship = Engagement
- Head Fake

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